

## **REMARKS**

Claims 1-10 and 12-16 are now pending in the application. Claims 1 and 13 are amended and claims 10, 11 and 17 are cancelled herein. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

### **REJECTION UNDER 35 U.S.C. § 101**

Claims 11 and 17 stand rejected under 35 U.S.C. § 101, as being directed to non-statutory subject matter. This rejection is respectfully traversed. Notwithstanding and in the interest of expediting prosecution, claims 11 and 17 are cancelled. Accordingly, this rejection is moot.

### **REJECTION UNDER 35 U.S.C. § 103**

Claims 1-17 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Goring (U.S. Pat. Pub. No. 2002/0077892) in view of Warmus et al. (U.S. Pat. No. 6,446,100). This rejection is respectfully traversed. Notwithstanding, independent claims 1 and 13 are amended and claims 10, 11 and 17 are cancelled.

Amended claim 1 calls for a method of controlling a printing apparatus having stored therein predetermined image data so as to correspond to payment transaction print data generated based on input information concerning merchandise sales. The printing apparatus is arranged to print the predetermined image data by adding the image data upon receipt of the payment transaction print data by the printing apparatus. The method comprises obtaining the payment transaction print data; retrieving a

predetermined character string indicative of a print position of the image data to be printed from the payment transaction print data; obtaining a line number specified by the retrieved predetermined character string; and adding the image data to the payment transaction print data based on the obtained line number so as to print the image data with a position specified by the line number serving as a reference to obtain a synthesized print result.

Amended claim 13 calls for a printing apparatus which stores therein in advance predetermined image data so as to correspond to payment transaction print data generated by a host computer based on input information concerning merchandise sales. The printing apparatus is arranged to print the predetermined image data upon receipt of the payment transaction print data by the printing apparatus. The printing apparatus comprises: means for storing the image data; means for obtaining the payment transaction print data from the host computer; means for obtaining from the host computer an image addition setting command for printing with the image data being added; means for analyzing the image addition setting command to thereby obtain a line number indicative of a print position of the image data; and means for generating the receipt print data by adding the image data to the payment transaction print data based on the line number.

According to the invention as recited in claims 1 and 13, the printer stores the image data. See lines 2-3 of claim 1 and lines 1-2 of claim 13. In contrast, neither Goring nor Warmus teach such a feature. In fact, Goring positively teaches that a service provider specifies the graphic and its location ([0018, lines 14-17]).

According to the claimed arrangement, the printing apparatus adds the image data to the payment transaction print data based on the result of analysis of the image addition setting command and generates data to be printed on a receipt. Consequently, even if a low-speed interface is used as the interface between a host computer and the printing apparatus, the image data can be printed rapidly.

Also according to the invention of claims 1 and 13, a predetermined character string indicative of a print position is obtained. This feature is not taught or suggested by the prior art. Similarly, the feature of claims 1 and 13 of obtaining a line number specified by the retrieved predetermined character string is not taught or suggested by the prior art.

As the office action admits, Goring fails to disclose the use of line numbers. Instead, the office action resorts to Warmus where reference is made only to "a cursor position" (col. 9, line 31). Applicant respectfully submits that the "cursor position" is always a result of the operator's operation. On the other hand, "obtaining a line number" as claimed in the present application does not require operator's manipulation but instead is always automatically done by retrieving the predetermined character string.

Since the print position of the image data is specified by the line number which is one of parameters included in the image addition setting command, the printing apparatus can easily determine the print position and perform the process of adding the image data. Particularly, by setting the predetermined character string to be a character string which is always printed on the receipts (such as "Receipt" and "Total Amount"), it

is possible to issue a receipt on which the image data are printed in an appropriate position in accordance with the length of the receipt.

As to the remaining claims, each directly or indirectly depends from one of amended claim 1 or 13. Therefore, these claims should be in condition for allowance for at least the same reasons as set forth above.

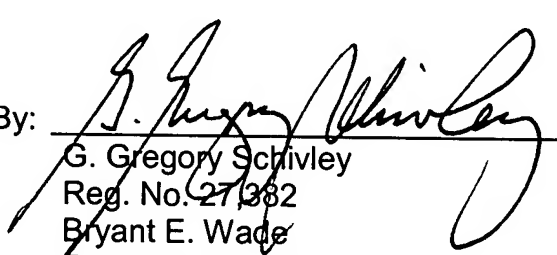
### CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

Dated: October 22, 2007

By:

  
G. Gregory Schivley  
Reg. No. 27,382  
Bryant E. Wade  
Reg. No. 40,344

HARNESS, DICKEY & PIERCE, P.L.C.  
P.O. Box 828  
Bloomfield Hills, Michigan 48303  
(248) 641-1600

[GGS/BEW/pvd]